Please access www.ascp.com/ga and find the session title to submit your questions.

The Art of Successful Networking for New Practitioners and Students

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2019 ASCP Annual Meeting & Exhibition
Aged to Perfection
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#ASCP50

Disclosures

Drs. Landi, Panjwani, and Sibicky have no actual or potential conflicts of interest to disclose.
Objectives

1. Define networking and why it is important
2. Describe skills used to employ strategic, effective and inclusive networking
3. Identify how to take advantage of networking opportunities at ASCP Annual Meeting
4. Develop a personalized networking plan

What is Networking?

“The action or process of interacting with others to exchange information and develop professional or social contacts”
Benefits of Networking

- Sharing information
- Collaborating on projects
- Building relationships
- Learning about job opportunities
- Building credibility (a good reputation)

Informal vs. Formal Networking

<table>
<thead>
<tr>
<th>Informal</th>
<th>Formal</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Not deliberate</td>
<td>- Deliberate</td>
</tr>
<tr>
<td>- Can be done anytime and anywhere</td>
<td>- Specific avenues and events for this type of networking</td>
</tr>
</tbody>
</table>
# Informal vs. Formal Networking

**Informal**
- Friends
- Organizations
- Colleagues
- Mentors
- “The grapevine”

** Formal**
- Residency showcase
- Exhibitions
- Job interviews

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## Barriers and Challenges

- Feeling intimidated
- Pressure to network
- Uncertainty
  - Face-to-face versus electronic interactions
  - Not wanting to bother
  - Eager enough/not too eager
  - Not knowing what to say
- Fear of judgement
- Insecurity
- Being introverted

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Networking: Barriers to Networking. Available at: [http://www.bristol.ac.uk/staffdevelopment/academic/researchstaffhub/opportunities/networking/barriers/](http://www.bristol.ac.uk/staffdevelopment/academic/researchstaffhub/opportunities/networking/barriers/)
Tips for Using Social Media to Network

- Set objectives/goals
- Participate and engage with the community
- Create a profile with a purpose
- Always be professional!

Social Media Sites

LinkedIn
Leading professional networking site
500 million users
Your profile is like a resume/CV that can be searched by companies and programs
- Be sure your profile is complete!
- Connect with people you know, people you would like to know, and people you should know
- Features groups and ability to “link” with others

Twitter
Informal way to connect
320 million users
Pharmacy is growing on Twitter (#TwitteRx) but is a great place to connect with leaders in the field and other health professions
- Largest communities include infectious diseases, cardiology, emergency medicine
- Opportunities to connect with other students or residents

Facebook
Most informal, groups
2 billion users
Many groups are on Facebook because it is used by a large population where you can join and connect with similar interests
- Think about personal vs. professional
- Many pharmacy organizations use Facebook, but interaction is sporadic
Where to Start?

- Look at sites you are comfortable with and what you are not
- Make sure your profile is updated and professional
- Take small steps
- Set realistic expectations

Networking Skills

- Get involved and attend meetings!
- Be sure you are presenting your best self and be authentic
- Balance making connections with your goals
- Think about relationship building
- Ask for help from faculty, former students, employers, etc.
Networking Tips for Introverts

- First inclination is to run the other way!
- Reframe the situation in your mind
  - You do not have to be extroverted to network or make connections
  - Small wins will keep you coming back for more
- Start with small groups
- Set a goal for the conversation up front so you don’t linger or talk too much when you get going
- Use your established network to break the ice
- Don’t be afraid to ask for help!

Body Language

- 70% of human communication is non-verbal!
- SOLER:
  - Sit squarely
  - Open posture
  - Lean towards
  - Eye contact
  - Relax
- Think about your appearance, tone of voice, etc.
- Practice a good handshake with friends
Networking Activities at ASCP

- Each session is an opportunity to make connections with those around you
  - Student and new practitioner track
  - Educational sessions that interest you, also interest others!
- Other opportunities to network:
  - Exhibit Hall and Reception: Friday, 5-7:30 PM
  - Exhibit Hall and Residency Showcase: Saturday, 9:30-11:30 AM
  - Student Chapter Activity Fair: Saturday, 4:15-5:45 PM
  - GeriParty: Saturday, 6-7:00 PM
- Take part in the mentorship program through ASCP
- Look for quarterly newsletters from ASCP

Contacts to Consider

<table>
<thead>
<tr>
<th>Informal Contacts</th>
<th>Professional Contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social contacts</td>
<td>Business cards collected</td>
</tr>
<tr>
<td>Former classmates</td>
<td>Former supervisors</td>
</tr>
<tr>
<td>Church members</td>
<td>Co-workers</td>
</tr>
<tr>
<td>Friends</td>
<td>Professional association colleagues</td>
</tr>
<tr>
<td>Relatives</td>
<td>Faculty</td>
</tr>
<tr>
<td>Neighbors</td>
<td>Mentors</td>
</tr>
<tr>
<td>Incidental acquaintances</td>
<td>Volunteer colleagues</td>
</tr>
<tr>
<td>Coaches</td>
<td>Alumni</td>
</tr>
</tbody>
</table>
Networking Action Plan Activity

Time to start your personal networking plan!

Networking Action Plan: Step 1

A Relationship Action Plan (RAP) will help accomplish your goals by identifying individuals who would likely be most helpful for your career development. Your RAP should grow and change as you progress through your career.

Step 1: On your handout, list 2-3 contacts that you know through work and/or school.
“Bumper Sticker” Tagline

- A “bumper sticker” line is used during informal networking, which we hope you’ll do at this meeting!
- It is a short, benefit-focused statement
  - Easy to memorize, conversational, states what you do or how you help in 10-30 seconds

Why Develop a “Bumper Sticker” Tagline?

- A “bumper sticker” tagline lets the listener, rather than the speaker, decide how much information is enough versus too much
  - Opens the conversation to more questions or interest from the listener
- It doesn’t risk turning the conversation into a sales pitch
- It gives new acquaintances just enough information to remember “Oh yes, Sarah, the student from VSU”
“Bumper Sticker” Tagline Examples

May differ based on place in your career (ie. student, post-grad, vs. early/late career) – and that is completely fine!

“I grew up living with my grandparents and because of this, I want to give back to our older generation throughout my career.”

“I took a Geriatrics course where I interacted with a real patient throughout the semester which really sparked my passion for Geriatrics!”

“I work with IDT members to ensure safe medication use during transitions of care”

Networking Action Plan: Step 2

Step 2: Take a few minutes to develop your individual “bumper sticker” tagline on the handout provided.
Develop an “Elevator Pitch”

- An “elevator pitch” is a clear, concise, mini-bio in ≤ 2 minutes
- Critical for more formal networking or interviews
- Pieces of an elevator pitch:
  - Name
  - Who you are
  - What you do/specialty
  - Why you are unique
  - Short-term career aspirations
  - End with an open-ended question for the listener

Example Elevator Pitch

“My name is Macayla Landi, I’m an Assistant Professor at Northeastern with a practice site at PACE. I’ve read about your project and would love to be a part of it! With my experience working in an interdisciplinary pain clinic and getting my Masters in Palliative Care, I think I could bring a unique perspective on pain management in the elderly.”
Follow-up is Crucial!

- **Follow-up is one of the most important parts of networking**
- Keep track of contacts (spreadsheet, JibberJobber.com, etc.)
- Nurture networking connections (value-added networking)
  - Mentorship
  - Follow-up if they put you into contact with additional connections
  - Demonstrate follow-up skills
  - Career or professional opportunities may arise
- Handwritten thank you note or email
  - “Great to meet you because…”

Key Points

- Networking is a crucial skill to develop at any point during your career
- Think about potential opportunities to network in different settings, including in person at meetings!
- Being prepared and following up will make it much easier to network effectively
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Live Content Slide
When playing as a slideshow, this slide will display live content

Social Q&A